

FIG.1 PRIOR ART

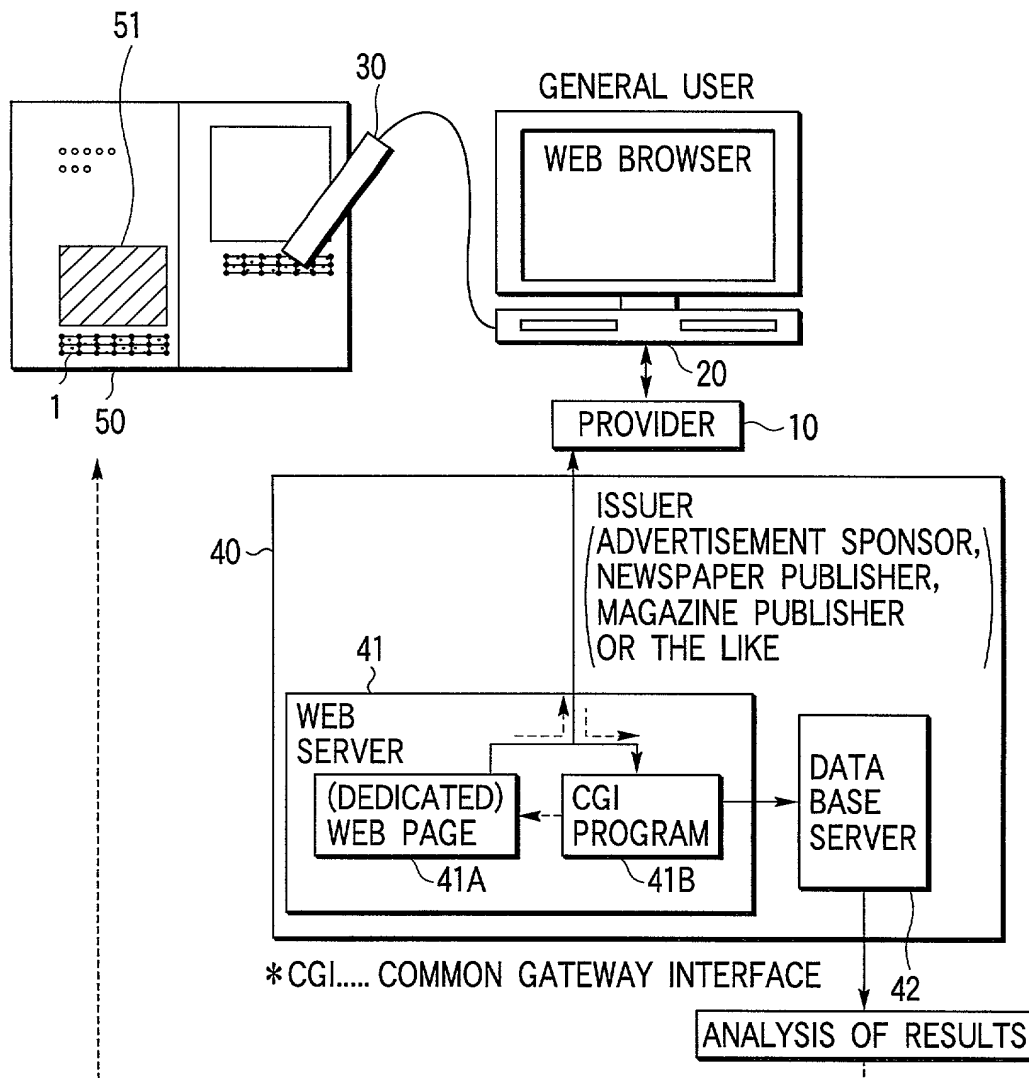


FIG. 2

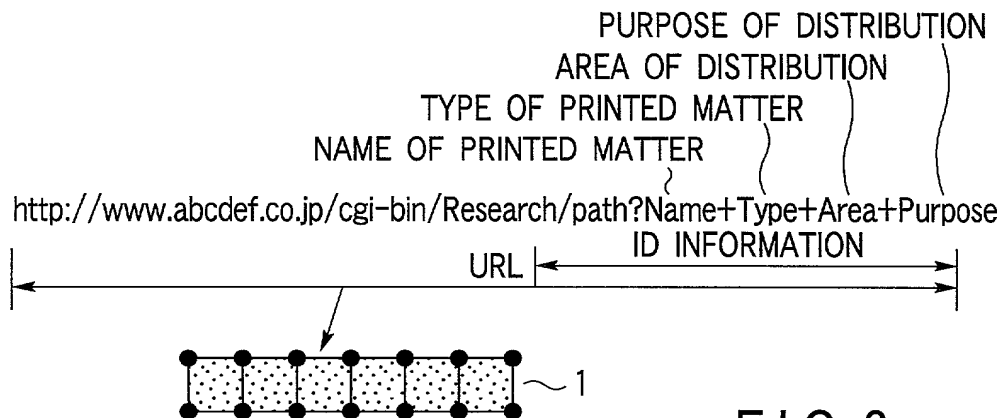


FIG. 3

RESULT OF RESEARCH ON EXTENT OF INTEREST IN ADVERTISEMENT FOR COMMODITY C						DECEMBER	
RESULT OF RESEARCH ON EXTENT OF INTEREST IN ADVERTISEMENT FOR COMMODITY B						DECEMBER	
RESULT OF RESEARCH ON EXTENT OF INTEREST IN ADVERTISEMENT FOR COMMODITY A						DECEMBER	
	AREA A			AREA B			
	NUMBER OF ACCESSES	AM	PM	NUMBER OF ACCESSES			
NEWSPAPER A (MORNING PAPER)	1000	300	700	600 ...		300	550
NEWSPAPER B (EVENING PAPER)	300	55	245	500		600	400
...	...					...	...
WEEKLY MAGAZINE C	00	...	...	100		150	40
WEEKLY MAGAZINE D	3000	...	...	50		10	30
...	...					...	...
MONTHLY MAGAZINE E	50			8		2	5
MONTHLY MAGAZINE F	70			20		90	7
...	...			...		...	...

FIG. 4

RESULT OF RESEARCH ON EXTENT OF INTEREST IN MORNING ISSUE OF DECEMBER 20, 1999						(NEWS PAPER A)	
RESULT OF RESEARCH ON EXTENT OF INTEREST IN MORNING ISSUE OF DECEMBER 21, 1999						(NEWS PAPER A)	
	AREA A			AREA B			
	NUMBER OF ACCESSES	AM	PM	NUMBER OF ACCESSES	AM	PM	
PAGE 1, ARTICLE 1	600	50	550	200			...
PAGE 1, ARTICLE 2	800	20	780	100			...
...	...			...			...
PAGE 2, ARTICLE 1	500			450			...
PAGE 2, ARTICLE 2	100			10			...
...	...			...			...
PAGE 3, ARTICLE 1	8			3			...
PAGE 3, ARTICLE 2	20			0			...
...	...			...			...

FIG. 5

URL	SOUND DATA "THE WEB PAGE OF ... WILL BE CONNECTED."
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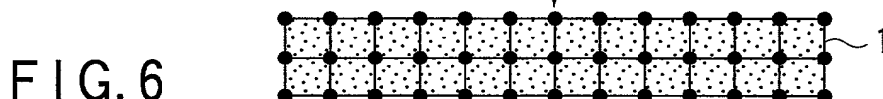


FIG. 6

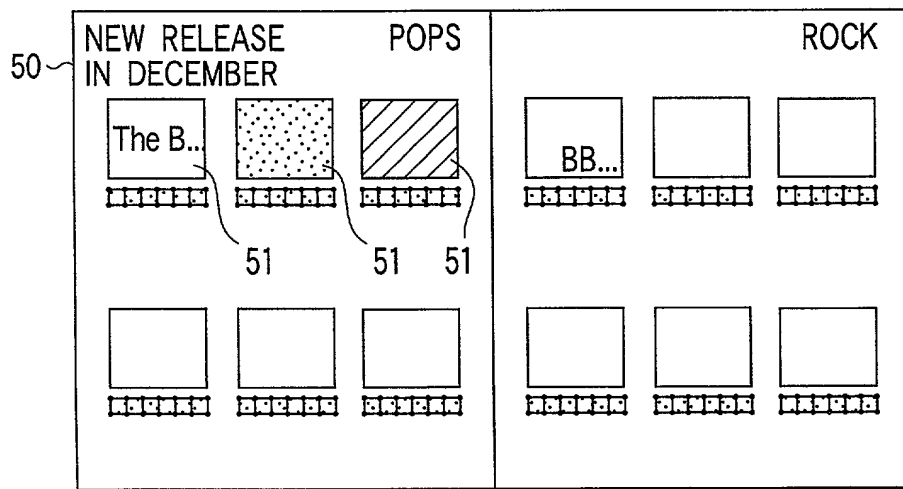


FIG. 7

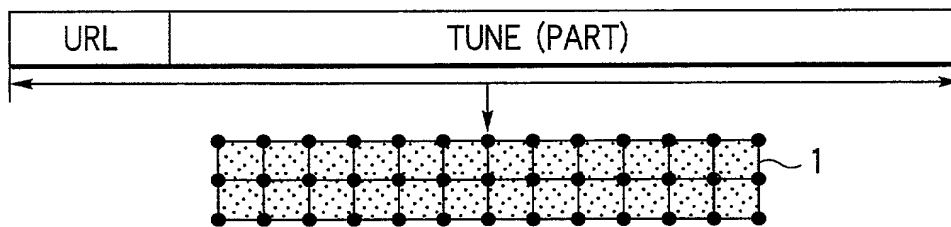


FIG. 8

INTEREST RANKING FOR NEWLY RELEASED CDs AS OF DECEMBER 20, 1999				
	AREA A	AREA B	AREA C	AREA D
NO.1	TOMORROW...	LOVE...	TOMORROW...	...
NO.2	LOVE...	TOMORROW...	...	...
...	...	...	...	...
NO.11	...	...	...	...
...	...	...	...	...
NO.50	...	...	...	...
NO.51	...	...	...	...
...	...	...	...	...

FIG. 9

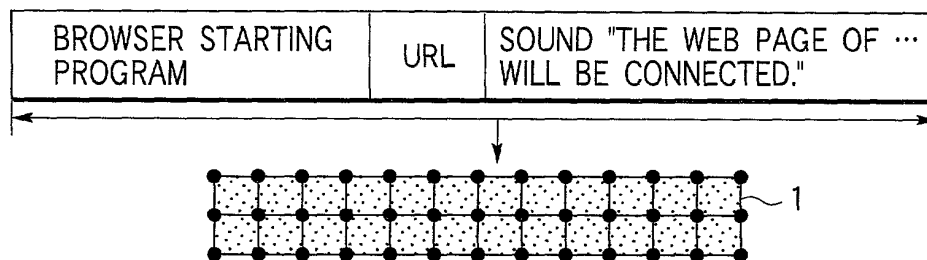


FIG. 10

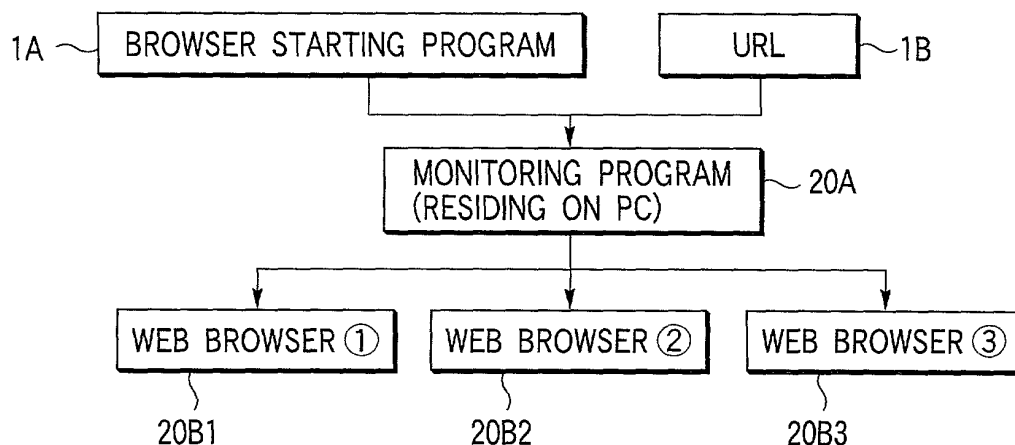


FIG. 11

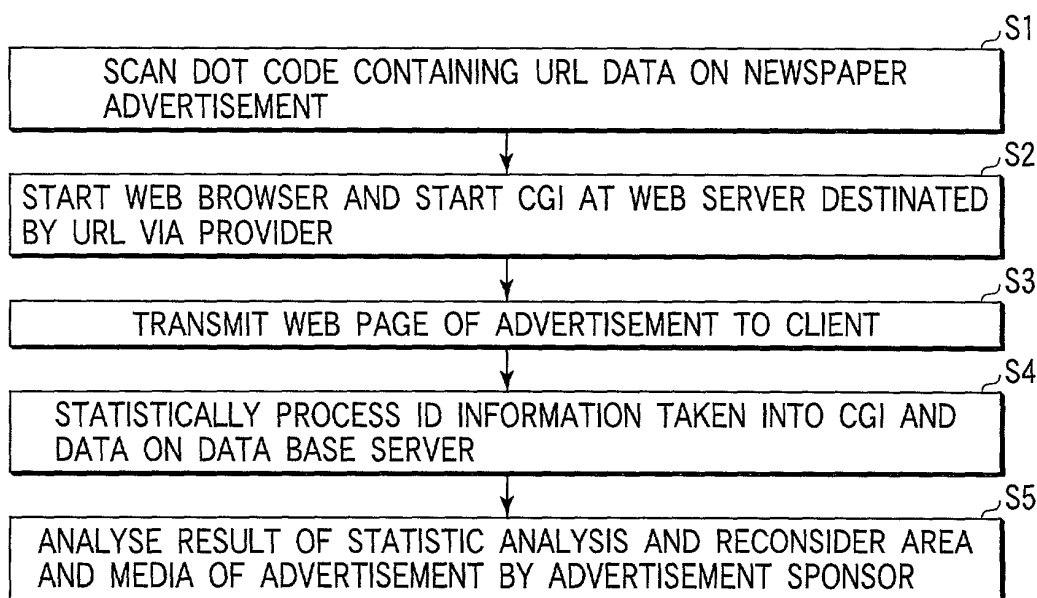


FIG. 12